



## CENTENNIAL COMMITTEE

The Centennial Committee is established to plan and recommend fun-filled and educational events in the City to celebrate the City's first 100 years. Full committee and Sub-committee meetings are held on the fourth Monday of each month at 7:00 p.m. at the Torrance Chamber of Commerce. All meetings are open to the public. Those who wish to speak on any matter on the agenda are asked to complete a "Speaker Information" card (available at the meeting) and relay it to the staff before leaving the meeting.

Staff reports are available for review in the City Clerk's Office. Direct any other questions or concerns to staff liaisons Fran Fulton or Eleanor B. Jones at 310-618-5880. Agendas are posted on the City of Torrance website [www.TorranceCA.Gov](http://www.TorranceCA.Gov).

In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in this meeting, please call 310-618-2967. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting [28CFR 35.102-104 ADA Title II].

### HOURS OF OPERATION

**Monday through Friday from  
7:30 a.m. to 5:30 p.m.**

**Offices are closed alternate  
Fridays.**

# CITY OF TORRANCE CENTENNIAL COMMITTEES

## FULL COMMITTEE

**SUBCOMMITTEES:** • Events • Finance • Fundraising  
• Marketing • Media/PR/Outreach

**TORRANCE AREA CHAMBER OF COMMERCE  
3400 TORRANCE BOULEVARD  
TORRANCE, CALIFORNIA 90503**

**Monday, November 14, 2011  
7:00 p.m.**

## A G E N D A

### 1. CALL TO ORDER

### 2. ROLL CALL

### 3. FLAG SALUTE

### 4. ORAL COMMUNICATIONS #1 (Limited to a 30-minute period)

Comments on this portion of the agenda are limited to items not on the agenda and to no longer than three (3) minutes per speaker. Under the provisions of the Brown Act, the Committee is prohibited from taking action or engaging in discussion on any item not appearing on the posted agenda.

### 5. INTRODUCTIONS

### 6. CHAIR'S REMARKS

### 7. FULL COMMITTEE WORK

#### A. Discussion

1. Lights, Camera, Action
2. Turkey Trot
3. Tournament of Roses – Torrance Float
4. Merchandise sales
  - a. Next opportunities
  - b. Report of inventory

#### B. Approval

1. Minutes 10/10/11 and 10/24/11

### 8. ORALS

- A. Comments from committee members
- B. Announcements / updates

### 9. SUB-COMMITTEE WORK

#### A. Events

1. Approval
  - a. Minutes
  - b. Event applications
2. Discussion
  - a. Lights, Camera, Action recap
  - b. Review other events

- B. Finance
  - 1. Budget review
  - 2. Merchandise
- C. Fundraising
  - 1. Discussion
    - a. Centennial bricks
      - i. Update
      - ii. Marketing
      - iii. Timeline
- D. Marketing
  - 1. Discussion
    - a. Discuss action items identified from Exec Committee
      - i. Status update on "Identifying Mystery Landmarks in Torrance" game
    - b. New business topics
- E. Media / PR / Outreach
  - 1. E-newsletters
  - 2. Press/marketing on bricks
  - 3. Website information

## **10. ADJOURNMENT**

- A. Next meetings:
  - Monday, December 12, 2011, Executive Committee at 5:00 p.m.
  - Monday, December 12, 2011, Full & Sub-Committees at 7:00 p.m.
  - Monday, January 23, 2012, Executive Committee at 5:00 p.m.
  - Monday, January 23, 2012, Full & Sub-Committees at 7:00 p.m.